

RETAIL POTENTIAL & EXPENDITURE LEAKAGE

Estimated for Five Sample Store Types, approximately 1-mile Radius

	Supply (Retail Sales)	Demand (Consumer Expenditure)	(Opportunity Gap)/Surplus
Personal Services (Salon/Fitness)	\$70,551,000	\$16,277,918	\$54,233,082
Electronics	\$54,419,571	\$2,808,939	\$51,610,632
Retail – Apparel	\$10,920,140	\$41,626,229	(\$30,706,089)
Limited Food (Coffee Shop/Take Out)	\$28,944,520	\$66,331,407	(\$37,386,887)
Retail - Specialty (Gift/Antique/Art)	\$12,209,002	\$2,808,939	\$9,400,063

DEMOGRAPHIC

1-mile Radius (2011 Estimated data)

Estimated Total Population	51,653 (2011)
Children (Under 19).....	8,746 (17%)
Adults (20-34).....	20,918 (40%)
Adults (35-49).....	9,637 (19%)
Adults (50-64).....	7,272 (14%)
Seniors (65+).....	5,082 (7%)

Median Age in Radius: 31.9

Family Households

One-Person.....	7,352 (33%)
Two-Persons.....	7,915 (36%)
Three or more.....	6,723 (30%)

Average Household Size: 2.20

Race

White.....	38,691 (75%)
Black/African American.....	5,123 (10%)
Asian.....	5,043 (10%)
Other.....	1,002 (2%)
Two or More Races.....	1,793 (3%)

TOP TEN TYPES OF BUSINESSES

Estimated for approximately 1-mile Radius

1. Limited Food Service - Coffee Shop/Bakery/Take-Out
2. Full Food Service - Restaurant/Bar
3. Personal Services - Hair Salon/Spa/Fitness
4. Retail – Specialty (Antique/Gift)
5. Financial Services - Banks/ATMs
6. Retail – Hardware/Home Goods
7. Auto Services
8. Retail – Cell/Electronics
9. Convenience Store
10. Personal Services (Dry Cleaning/Laundry)

HOUSEHOLD INCOME

1-Mile Radius (2012 Estimate Data)

Estimate Average Household Income: \$87,576
 Average Household Income (2-mile radius): \$88,735
 Average Household Income (3-mile radius): \$87,527



- Less than \$15,000 (10%)
- \$15,000-\$24,999 (8%)
- \$25,000-\$34,999 (8%)
- \$35,000-\$49,999 (11%)
- \$50,000-\$74,999 (18%)
- \$75,000-\$99,999 (13%)
- \$100,000-\$149,999 (33%)
- Greater than \$150,000 (15%)

ONE MILE RADIUS MAP



WORKPLACE POPULATION

Estimated Daytime Population (1-mile radius): 23,074 (2011)
Ratio of Workplace to Residential Population: 45% (2011)

AVERAGE RETAIL RENTS

(2008)

Average Retail Size 5,262 square feet

Minimum Rent: \$13

Average Rent: \$25

Maximum Rent: \$40

For more information on Cambridge Commercial Districts or assistance with Site Search, please contact the Economic Development Division at 617-348-4654 or via the web at:

<http://www.cambridgema.gov/business>.

Report prepared by the Community Development Department, City of Cambridge.

Source: Community Development Department calculations are based on data from ESRI provided through Costar (A Commercial Real Estate Company), the US Census Bureau, Assessor's Office and data gathered by Economic Development Division.

The accuracy and completeness of the data is not herein guaranteed or warranted, and the Community Development Department is not making any express or implied representation of warranty about the fitness of the data and reports for any particular purpose.

TRANSIT INFORMATION

1-mile Radius

19 MBTA Bus Lines run through the Trolley Square District, 1 Commuter Rail and 3 Red Line Subway Stations.

Porter Square Redline Station Weekday Ridership:

Entries: 8,552

Exits: 2,127

Davis Square Redline Station Weekday Ridership:

Entries: 11,628

Alewife Redline Station Weekday Ridership:

Entries: 10,651

Exits: 2,632